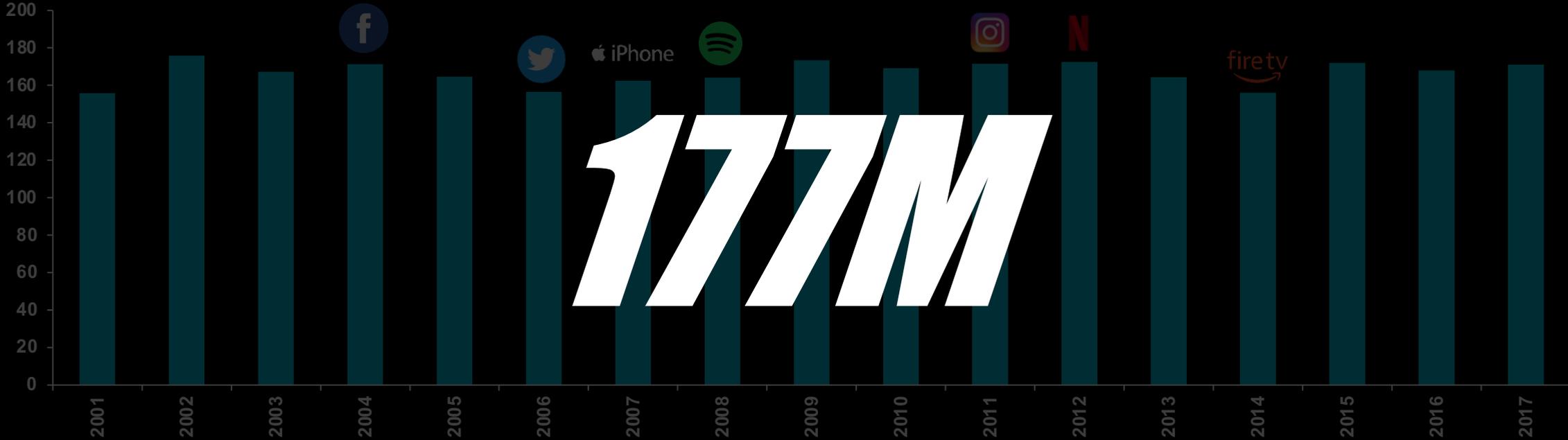


**BUILDING BOX OFFICE BRANDS IV**

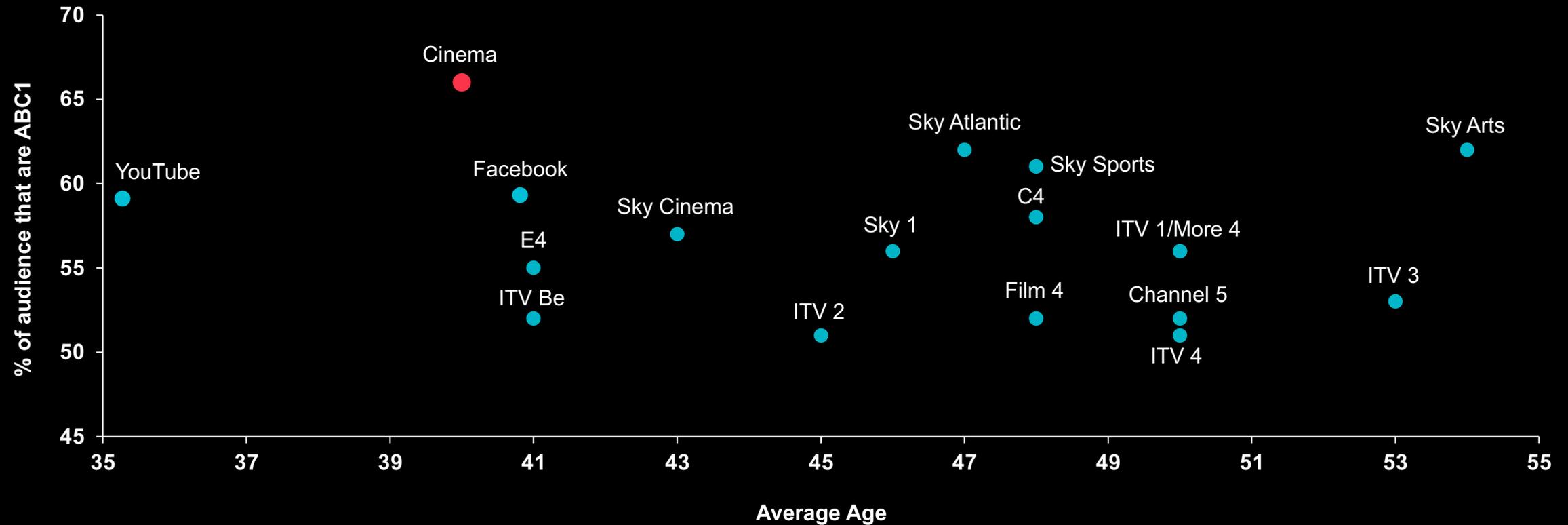
# ***MISSION 16-34***

**LAUNCH, LAND, IMPACT**

# CINEMA DELIVERING CONSISTENTLY STRONG ADMISSIONS



# CINEMA PROFILES YOUNGER AND MORE UPMARKET VS. OTHER AV



**3.3M TICKETS**

**44% 16-34**

**66% LIGHT TV**

# 7 IN 10

## 16-34s FEEL *'HOUNDED BY ADVERTISING'*



# 16-34S ARE MOST RECEPTIVE TO CINEMA ADS

Cinema ads are the advertising format that both Gen Z & Gen Y are most positive towards

**Gen Z**  
16-19 year olds



**Gen Y**  
20-34 year olds



Cinema ads	44%	34%
TV ads	14%	23%
Video ads (laptop/PC)	-24%	-20%
Video ads (mobile)	-26%	-26%

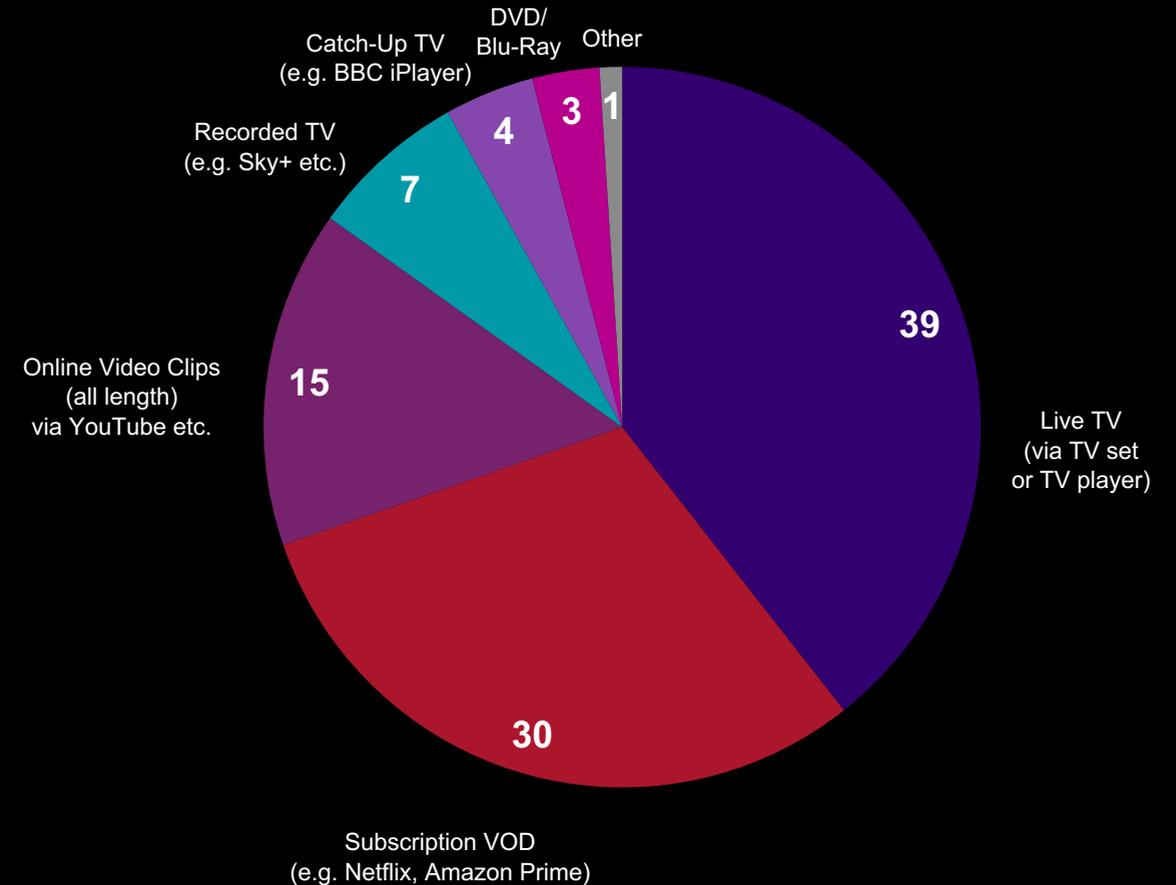
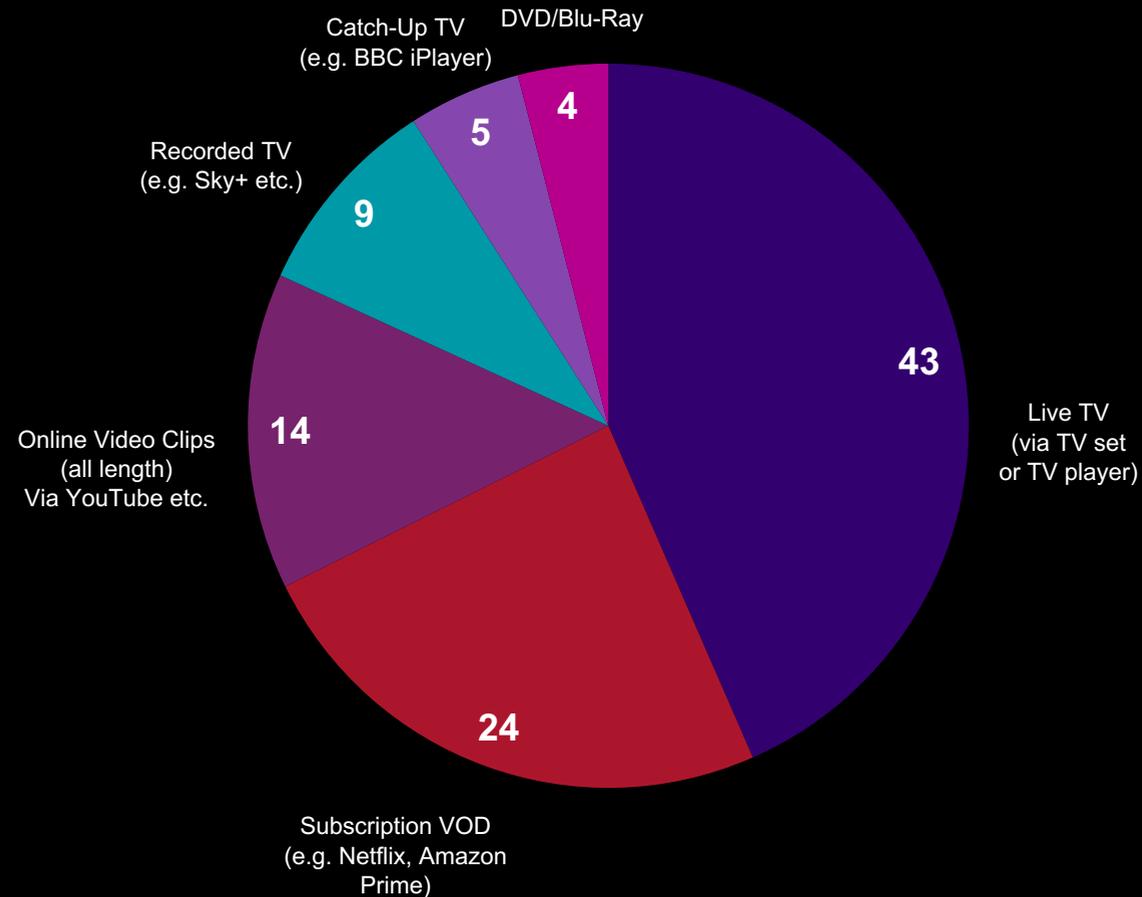
# TIME SPENT WATCHING LIVE TV IS DECREASING AMONGST 16-34S

Live TV decreasing, subscription services increasing

2018

AV Consumption – Share of Time by Format (%)  
(Gross ½ hour in average 7-day week)

2019



# MISSION 16-34: THE APPROACH

## EXPLORE

*AV HABITS*

15 participants were recruited from across the UK (Birmingham, Edinburgh, London & Manchester)

They took part in a 5-day online community designed to capture AV habits and explore the role of different content

## DEFINE

*CINEMA  
EXPERIENCE*

12 participants were invited to the cinema where they were exposed to a typical 11-min ad reel in-situ

They then took part in 90 minute focus group designed to unearth the specifics of the cinema experience and define the impact of cinema advertising

## QUANTIFY

*KEY THEMES*

Nationally representative sample of 1,000 16-34s completed a 15 minute survey designed to further understand and quantify the themes discovered in the Explore & Define stage

Differentology also undertook a meta-analysis of 12 cinema ad effectiveness projects to understand the average uplifts delivered by cinema.

# MISSION 16-34

**LAUNCH**

*YOUR  
CAMPAIGN*

**LAND**

*YOUR  
MESSAGE*

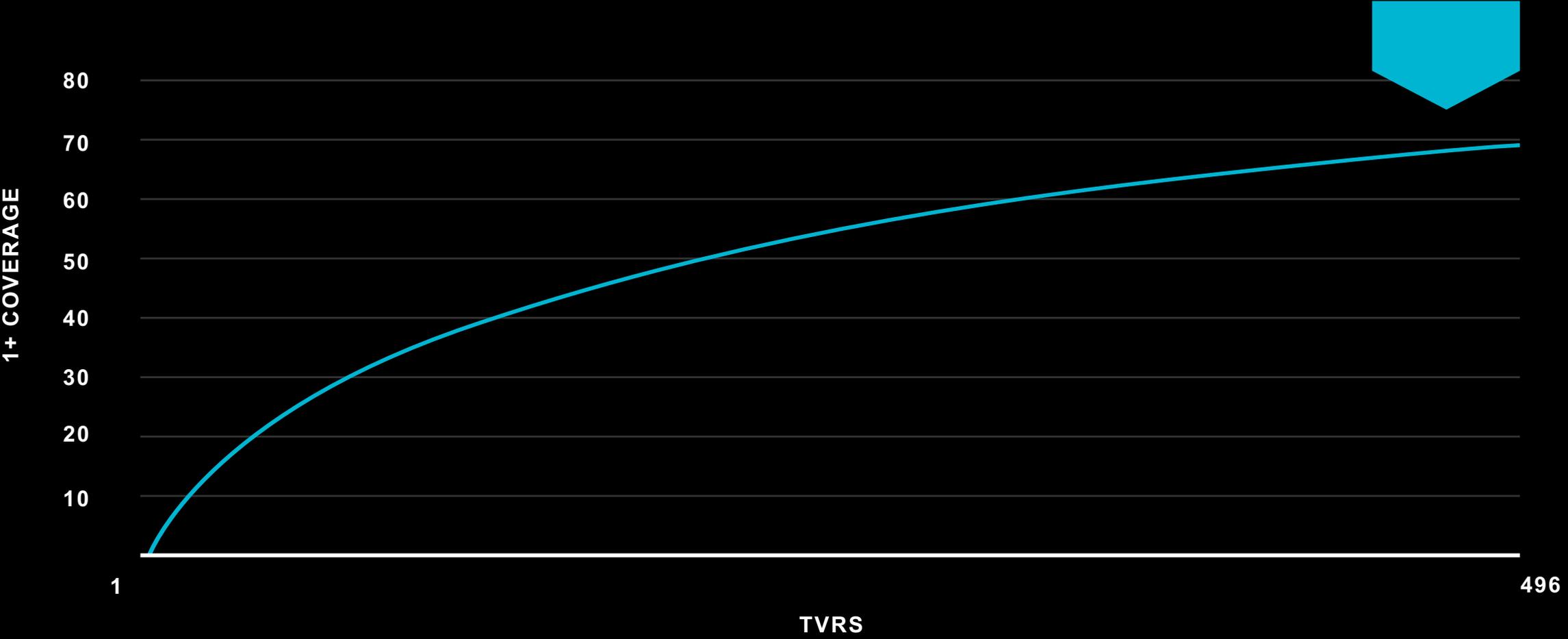
**IMPACT**

*YOUR  
AUDIENCE*

A full-page image featuring Tom Cruise in a dark jacket running through a city street. The entire image is overlaid with a semi-transparent teal color. The word "LAUNCH" is written in large, white, italicized, sans-serif capital letters across the center of the image.

# *LAUNCH*

# THE 'NICE-TO-HAVE' INCREMENTAL REACH STORY GOES HERE



**ENGAGED IMPACTS = PERFECT FOR LAUNCH**

**FROM 'NICE-TO-HAVE'  
INCREMENTAL REACH...**

**QUALITY ENGAGED IMPACTS /  
PIVOTAL COVER BUILDER**

# CINEMA PROVIDES CULTURAL MOMENTS

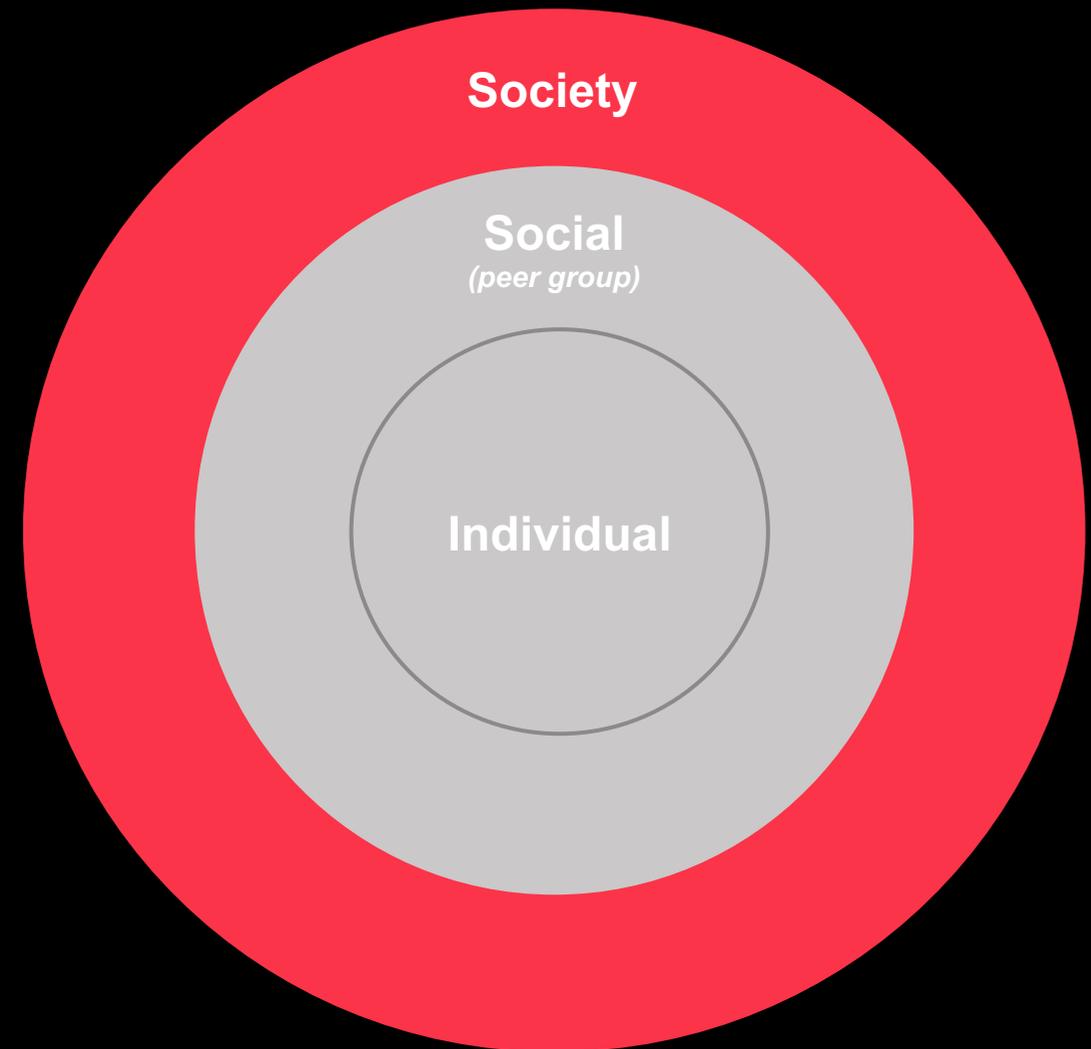
Cinema brings people together from all walks of life, and delivers 'big moments'. It is the entry point for shared stories we follow over years or even decades.

25%\* of all 16-34s in the UK went to see *Avengers: Infinity War* at the cinema (where a decade long narrative came to a culmination).

They wanted to be part of the conversation.

---

**51% OF 16-34s AGREE THEY "DON'T LIKE MISSING OUT ON THINGS THAT OTHER PEOPLE ARE TALKING ABOUT"**



# BLOCKBUSTERS ARE DELIVERING BIG 16-34 RATINGS

27 16-34  
TVRs



24 16-34  
TVRs



19 16-34  
TVRs

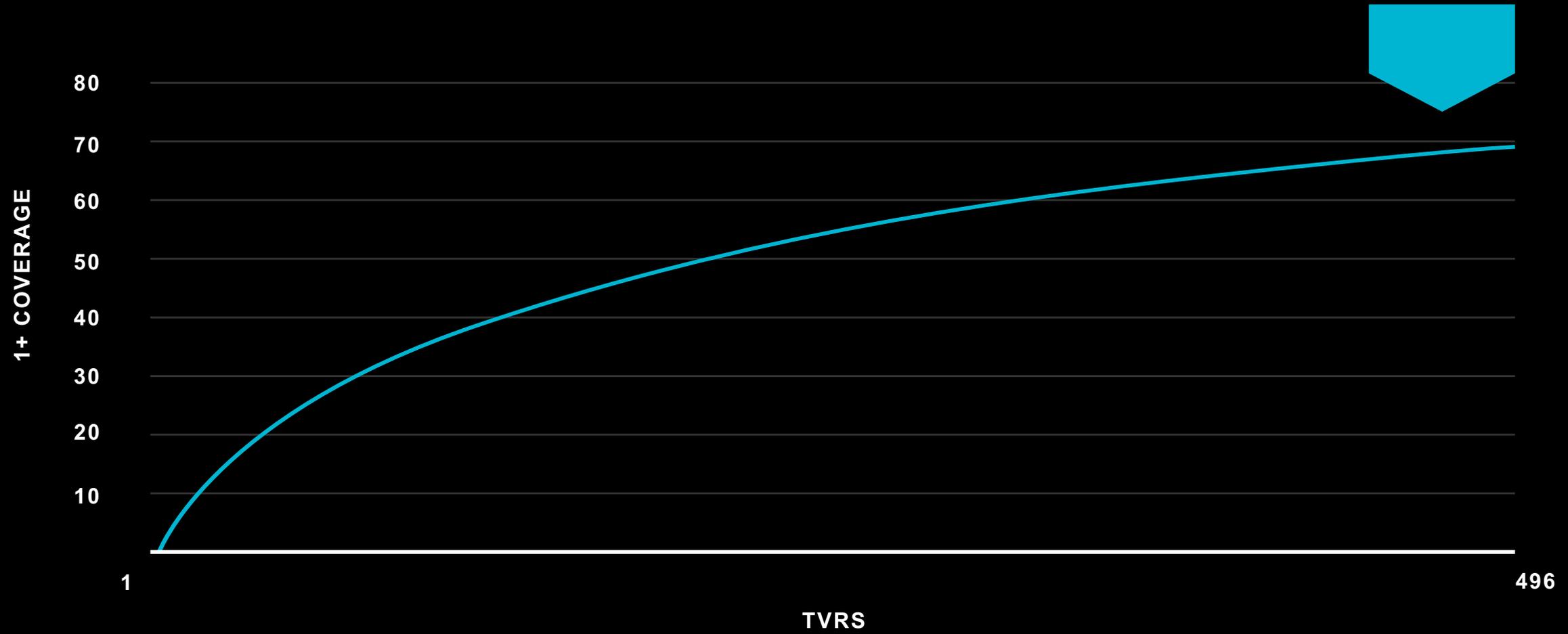


**REACH UNIQUE AUDIENCES WITH CINEMA**

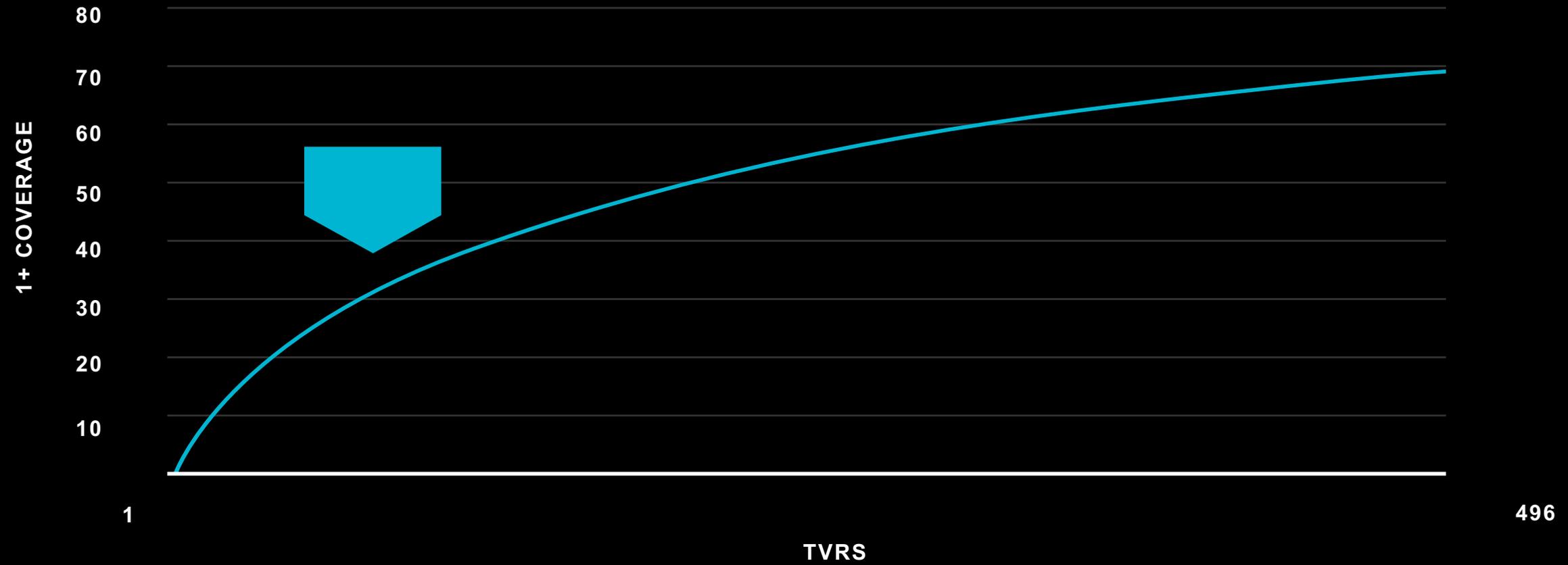
**LOW FREQUENCY =  
87% OF TOTAL AUDIENCE  
UNIQUE**

Source: DCM Planner, November 2018

# FROM HERE...



# TO HERE...



# UK TOP FILMS OF 2019\*

	16-34 TVRs
1. THE LION KING	27
2. AVENGERS: ENDGAME	25
3. TOY STORY 4	19
4. IT: CHAPTER 2	16
5. STAR WARS: EPISODE IX	16
6. FROZEN 2	14
7. CAPTAIN MARVEL	13
8. SPIDER-MAN: FAR FROM HOME	11
9. KINGSMAN 3	10
10. DUMBO	10



A full-page image featuring Tom Cruise in a dark jacket running through a city street. The entire image is overlaid with a teal color. The word "LAND" is written in large, white, italicized, sans-serif capital letters across the center of the image.

# *LAND*

# CINEMA OCCUPIES A UNIQUE ROLE IN THE WORLD OF AV

## LIVE TV

Fill time	30%
<b>Background viewing</b>	<b>26%</b>
Comforting	18%

## VOD

<b>Binge viewing</b>	<b>27%</b>
Fill time	25%
Quality content	19%

## YOUTUBE

Fill time	43%
<b>Helps me escape</b>	<b>28%</b>
Binge viewing	27%

## SOCIAL VIDEO

Fill time	38%
<b>Low Attention</b>	<b>27%</b>
Spontaneous	20%

## CINEMA

<b>Shared experience</b>	<b>37%</b>
<b>High attention</b>	<b>34%</b>
<b>Quality content</b>	<b>31%</b>

# CINEMA BRING THE VIEWER INTO A 'BUBBLE'



**72% OF 16-34s AGREE  
THAT "CINEMA IS A BUBBLE  
WHERE THE OUTSIDE  
WORLD CAN'T INTRUDE"**

# THE ADS ARE IMMERSIVE RATHER THAN INTERRUPTIVE

*CINEMA ADS DRAW THE  
VIEWER INTO A BUBBLE*

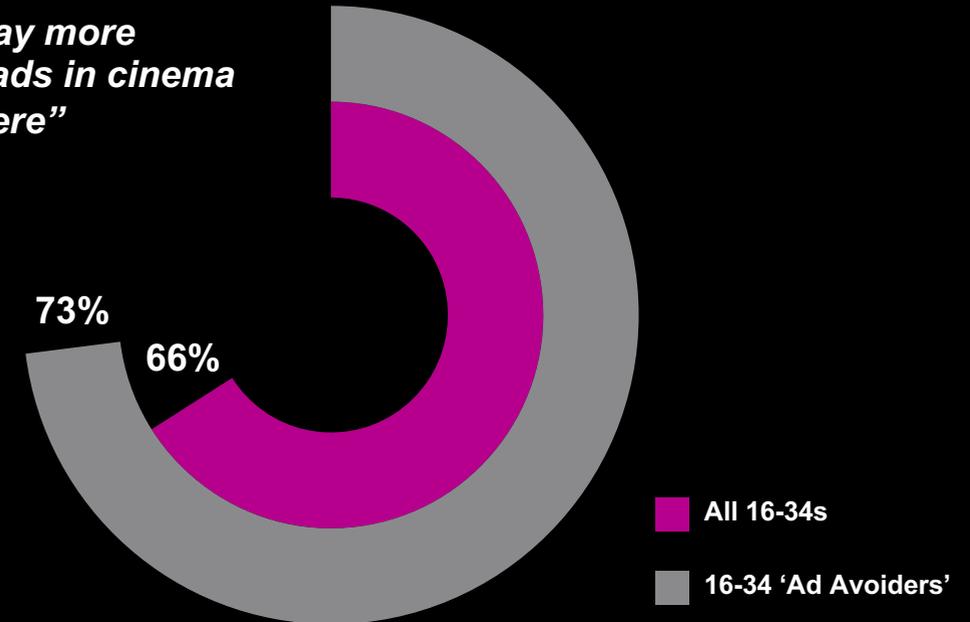
*WHERE OTHER  
FORMATS CAN PUSH  
THE VIEWER OUT*

# ***BY BEING PART OF THE CINEMA EXPERIENCE, ADS ARE LESS 'INTRUSIVE'***

## **INTRUSIVE ADS**

Social Media	31%
YouTube	25%
TV	21%
Commercial TV catch-up/on demand services	12%
<b>Cinema</b>	<b>11%</b>

**% agree "I pay more attention to ads in cinema than elsewhere"**



A full-page image featuring Tom Cruise in a dark jacket running through a city street. The image is overlaid with a solid teal color. The word "IMPACT" is written in large, white, italicized, sans-serif capital letters across the center of the image.

# *IMPACT*

# BRANDS CAN BENEFIT FROM A TRANSFER OF POSITIVE ATTRIBUTES

## PREMIUM

Cinema	48%
TV	17%
YouTube	16%
Social Media	11%
VOD	9%

## TRUSTWORTHY ADS

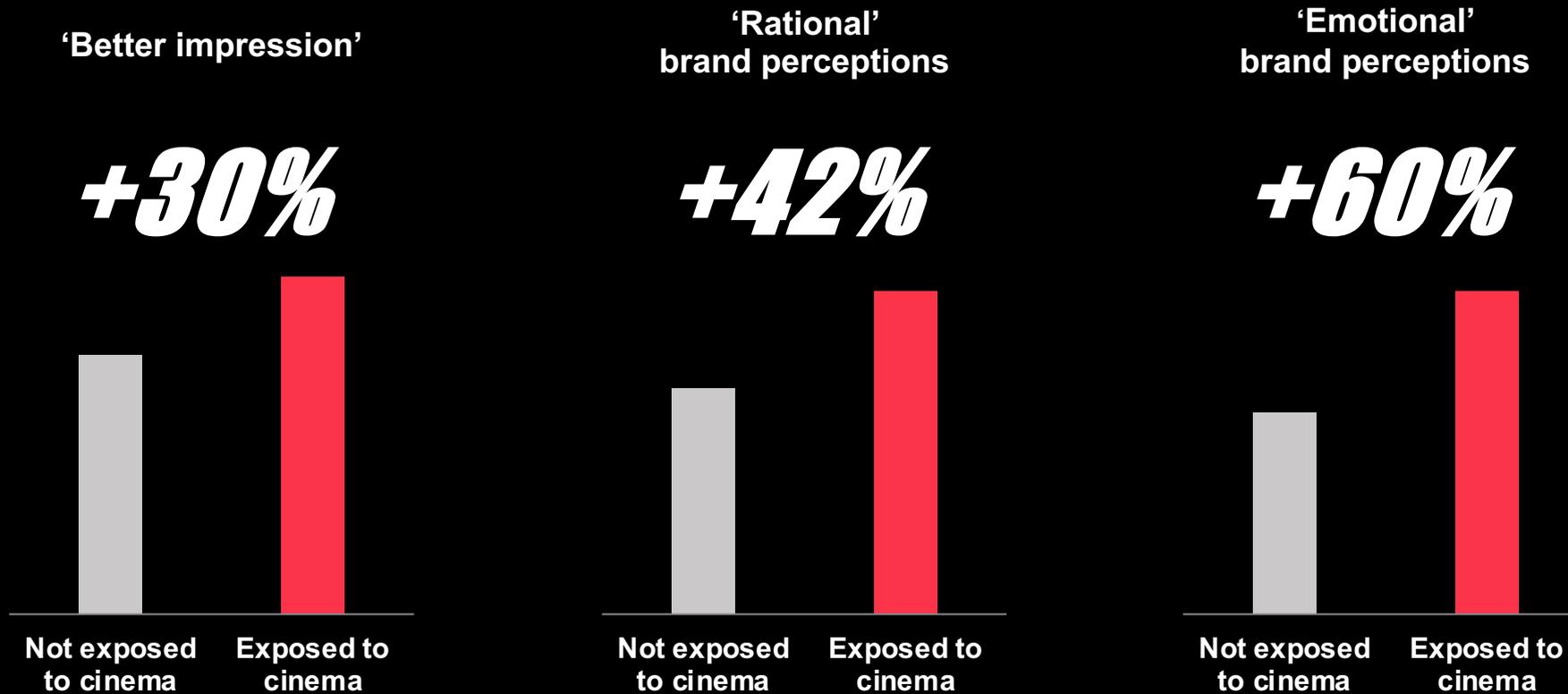
Cinema	36%
TV	31%
YouTube	16%
Social Media	10%
VOD	9%

## ADS MAKE YOU FEEL MORE POSITIVE TOWARDS A BRAND

Cinema	30%
TV	25%
YouTube	20%
Social Media	17%
VOD	8%

# CINEMA DELIVERS THE 'EMOTIONAL' AND THE 'RATIONAL'

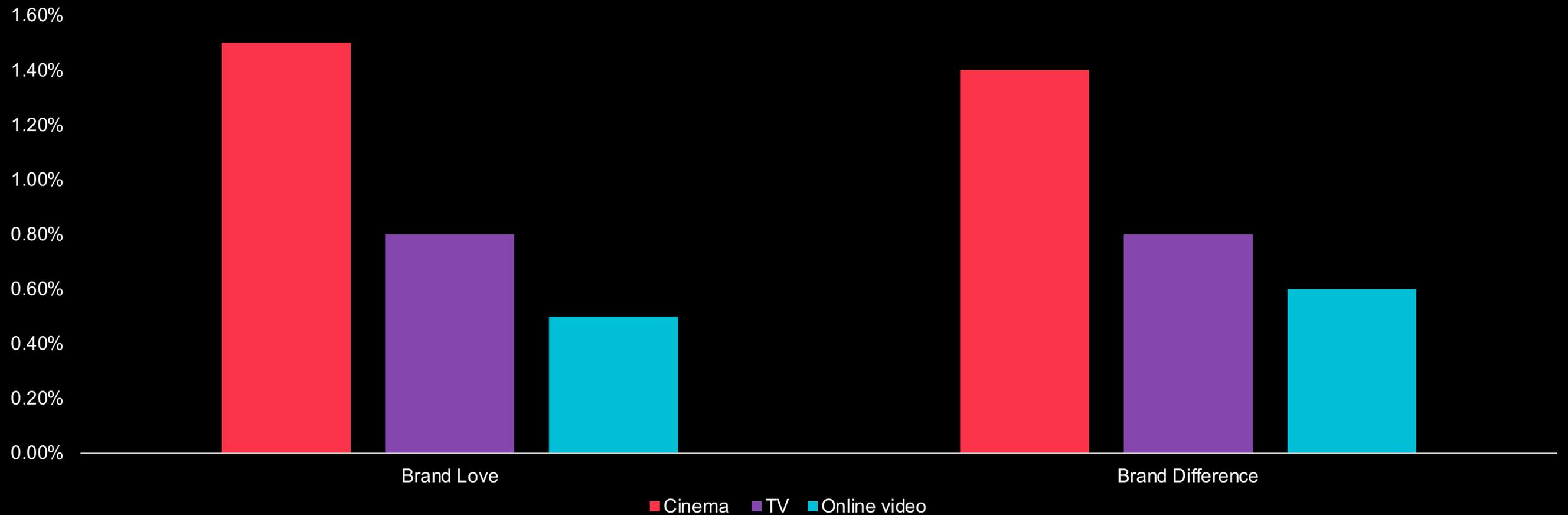
Meta-analysis of 12 recent cinema campaigns



# USING CINEMA DRIVES BRAND-BUILDING PERFORMANCE

These latest findings further support the insight published by DCM in partnership with Kantar across the three volumes of *Building Box Office Brands*. Analysis of Kantar's robust CrossMedia European databank consistently showed that cinema delivers significant impact per person reached on a series of key brand metrics including brand love and difference.

*Impact per person reached by channel*



# USING CINEMA DRIVES BRAND-BUILDING PERFORMANCE

Average total contribution to brand

(Awareness, love, difference, consideration and recommendation)



# SUMMARY

## LAUNCH YOUR CAMPAIGN

- Cinema delivers pivotal engaged cover amongst the key 16-34 audience and quality impacts at a time when this audience are looking to minimise exposure to other ad formats.
- Key blockbuster titles across the year are cultural moments for audiences and are delivering substantial 16-34 TVRs - and should be considered for AV plans alongside TV specials.
- Cinema's comparatively low frequency is also a benefit for launching campaigns too – cinema allows brands to access unique audiences week after week.

## LAND YOUR MESSAGE

- Cinema occupies a unique position within the AV world – it's the only AV platform associated with high attention and a shared experience.
- 16-34 audiences also perceive cinema to be the most premium and trusted AV environment
- Cinema is seen as the best place for brands to make a positive impression on audiences.
- The immersive nature of cinema and openness towards advertising as part of the experience makes it the best environment to land messages and engage audiences with full brand stories.

## IMPACT YOUR AUDIENCE

- Exposure to campaigns in cinema has been shown to leave the 16-34 audience with a 'better impression' of the brand and cinema also drives significant uplifts in both rational and emotional brand message takeout.
- Campaigns that include cinema in the mix work harder and deliver greater impact on key brand-building metrics than campaigns that don't include cinema.

***THANK YOU***